MEETING NOTICE

To comply with the Michigan Open Meetings Act (MCL 15.265):

Mid Michigan College Board of Trustees Special Meeting
March 18, 2020 at 7:00 PM

A Special Meeting of the Mid Michigan College Board of Trustees will be held on Wednesday, March 18 at 7:00 PM in the Esther C. Conference Room, Harrison Campus to discuss a Student Success Technology Purchase and other business as needed.

Mid Michigan College
1375 S. Clare Ave
Harrison, MI 48625
(989) 386-6601

Information pertaining to the Board of Trustees is posted at https://www.midmich.edu/community/about-mmcc/college-governance/board-trustees.

This notice was posted by Amy Lince, Executive Assistant to the President and Board of Trustees of Mid Michigan College at the direction of the Chair of the Board, to comply with Sections 4 and 5 of the Michigan Open Meetings Act (MCL 15.625) at 4:30 PM on March 12, 2020 on the bulletin board posted outside the main doors of the Harrison campus, posted at least 18 hours prior to the start of the meeting.
Agenda Item: Student Success Technology Purchase

The effective use of technology is critical to our support of student success. At the core, software applications enable us to do two things:

1. Communicate with students (through a CRM – Client Relationship Manager) and
2. Track their progress toward a degree

Currently, the College juggles more than eight different software providers to accomplish these critical functions, several of which are nearing the end of their initial contracts. This proposal consolidates these functions using two providers and recommends an investment in an integrated solution to support our enrollment, retention, and completion efforts.

Evaluation and Input Process

In November 2019, a committee comprised of Matt Miller (VP Student Services), Karry Kiste-Toner (AVP Student Success), Jessie Gordon (AVP Strategic Communications), and Anthony Freds (CIO) began a review of our current technology, focusing on those functions that would support our enrollment, retention, and completion goals. In addition, the committee explored alternative software solutions. After numerous demos and meetings, the committee narrowed the potential vendors to EAB, Ellucian, and TargetX. Each firm offered similar pricing: Each with a significantly higher investment in the first contract year, followed by subsequent years with pricing closer to our current costs.

In January/February 2020, these three firms provided full-day demos of their products for more than 30 stakeholders from across the College. Each vendor provided a general demo, followed by meetings with different stakeholder groups to address their needs. Participants gave feedback electronically throughout the day, participated in a closing group discussion, and completed a final survey to rank their priorities and preferences.

In late February 2020, the committee synthesized the feedback. It showed dissatisfaction with our current software and a preference for either TargetX or Ellucian CRM Advise. Based on this input, the committee conducted further research on TargetX (student CRM) and Ellucian Student Planner (degree planning). During this stage, the committee conducted reference checks with current clients of the firms and calls with each vendor to discuss pricing, contracts, implementation, and clarify final questions.

The committee then shared its findings with the Enrollment Management Committee and the College Council. Both the Senior Staff and College Council discussed the budget impact: Both groups support moving forward.

Timing

Because the contracts for three of our current technologies expire in the coming months, we seek authorization to move forward as soon as possible. For example, we will lose our ability to text students in July. Mid has sent more than 87,000 text messages to our prospective and current students in the last few years and received more than 24,000 text messages from students. Losing this capability would have a dramatic impact on our ability to communicate with our students. Authorization by the Board in March would enable us to move forward with a seamless transition between our current vendors and a better software solution.
Product Pricing and Comparisons
In addition to comparing TargetX, EAB, and Ellucian CRM Advise, we looked at Ellucian’s Student Planner as a stand-alone tool for student planning. We recommend TargetX (which includes a Salesforce component) and Ellucian Student Planning (highlighted in yellow below) as the two software applications to support our efforts in the next five years. As shown below, the pricing for each product ended up being very similar. Year One pricing is higher because of implementation costs, but Years Two through Five are in line with what we are currently paying.

### Years One to Five

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>TargetX w/ Planner</th>
<th>EAB Navigate</th>
<th>Ellucian w/ Planner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year One</td>
<td>$94,600</td>
<td>$212,010</td>
<td>$213,000</td>
<td>$236,372</td>
</tr>
<tr>
<td>Year Two</td>
<td>$94,600</td>
<td>$105,759</td>
<td>$150,000</td>
<td>$94,306</td>
</tr>
<tr>
<td>Year Three</td>
<td>$97,438</td>
<td>$106,150</td>
<td>$154,500</td>
<td>$98,550</td>
</tr>
<tr>
<td>Year Four</td>
<td>$100,361</td>
<td>$106,561</td>
<td>$159,135</td>
<td>$102,984</td>
</tr>
<tr>
<td>Year Five</td>
<td>$103,372</td>
<td>$106,992</td>
<td>$163,909</td>
<td>$107,619</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$490,371</strong></td>
<td><strong>$637,472</strong></td>
<td><strong>$840,544</strong></td>
<td><strong>$639,831</strong></td>
</tr>
</tbody>
</table>

**Average Cost per Year**

<table>
<thead>
<tr>
<th></th>
<th>TargetX</th>
<th>EAB</th>
<th>Ellucian</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current</strong></td>
<td>$98,074</td>
<td>$127,494</td>
<td>$168,109</td>
</tr>
<tr>
<td><strong>Year Total</strong></td>
<td>$637,472</td>
<td>$840,544</td>
<td>$639,831</td>
</tr>
</tbody>
</table>

Additional Information
A set of slides that provides more detail on this proposal for student success technology is included for the Board’s review.

**Action:** Requesting approval to move forward with contracts with TargetX, Salesforce, and Ellucian for purchase an implementation of student success technology. Total costs for the first year will be about $212,010. Annual costs for years 2-5 are projected at less than $107,000 each year.
Technology Evaluation

- Technology is an important part of student success and enrollment
  - Recruitment
  - Retention/Completion
  - Communication
  - Case management
  - Event tracking
  - Workflow automation
  - Degree planning
  - Student risk assessment
  - Appointment sign-in
  - Notes management
  - Student registration
  - Admission application

- Renewal dates for some of our major technology solutions
  - Full Measure: July 21, 2020
  - Fireworks: September 30, 2020
  - Nuro Retention: February 15, 2021

- Important to make a decision in time to ensure continuation of existing capabilities
Current Technology Solutions

- **Fireworks***
  - Recruiting tool to contact prospects

- **NuroRetention***
  - Student success and retention tool

- **Full Measure***
  - Texting to students

- **College Scheduler***
  - Students create class schedules and register

- **Ellucian**
  - Student information system

- **Plans***
  - Students create guided pathway

- **RMS***
  - Faculty submit referrals for follow-up

- **SMART***
  - One-stop to retrieve student information

- **SARS***
  - Schedule and track appointments

- **Others**
  - CEO, Informer, JotForm*, Constant Contact*

*Replaced by new software
Key Features

- **CRM = Customer Relationship Management**
  - Manage interactions with current and prospective students

- **RMS = Retention Management System**
  - Intentional efforts to promote student success

- **Student planning**
  - Helping a student pick a path and then remain on that path

- **Communication**
  - Texting, Emails, Personalized messages
  - Appointment scheduling
  - Automated workflow
The Power of Technology

- This all sounds cool, but how does it work at a community college?

- Kalamazoo College
  - Put together a video for use at a vendor’s conference

- 6 minute video
  - https://vimeo.com/347784117/2df6ea0d2c
Evaluation Process

- Looked at current technology
  - Gathered feedback

- Looked at new vendors
  - Discovery discussions and demos

- Demo Days
  - Feedback from over 30 stakeholders from across the College

- Reference Calls and Due Diligence
  - Clarifying questions, contract language, etc.

- Reported back to shared governance committees
Demo Days

- Input from over 30 stakeholders across the college
  - Looked at TargetX, EAB, and Ellucian

- What will improve student success?
- What will increase productivity?
- What will best meet our needs?
- What will the new products replace?
- What is the same and what is different?
Decisions

- What is the best course of action to promote student success?
- What solution best matches our goals and priorities?

- Based on feedback and the College’s goals and priorities...
  - TargetX for the CRM
  - Ellucian Student Planner for Degree Planning
Year One Budget

- Current expenses: $94,600
  - Strategic Initiative Fund: $72,600
    - Full Measure: $25,000
    - Fireworks: $15,000
    - Nuro Retention: $32,600
  - Tech Fund: $22,000
    - College Scheduler: $20,000
    - SARS: $2000

- Year One expenses: $212,010
  - Tech Fund Reserve: $106,623
    - TargetX Implementation: $35,000
    - Ellucian Planner Implementation: $20,250
    - Ellucian Planner License: $41,373
    - Travel & Other Implementation Costs: $10,000
  - Tech Fund: $105,387
    - TargetX: $75,000
    - Salesforce Licenses: $22,940
    - Ellucian Planner: $7,447

Supported by College Council and Senior Staff.
Five-Year Budget

- Annual costs drop dramatically after implementation
- Current software costs about $95,000/year

<table>
<thead>
<tr>
<th></th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
<th>Year Four</th>
<th>Year Five</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TargetX</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Software License</td>
<td>$65,000</td>
<td>$65,000</td>
<td>$65,000</td>
<td>$65,000</td>
<td>$65,000</td>
</tr>
<tr>
<td>Premier Support Services</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Implementation</td>
<td>$35,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Salesforce</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Super User Licences</td>
<td>$17,280</td>
<td>$17,280</td>
<td>$17,280</td>
<td>$17,280</td>
<td>$17,280</td>
</tr>
<tr>
<td>Student Licenses</td>
<td>$3,500</td>
<td>$3,500</td>
<td>$3,500</td>
<td>$3,500</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>Ellucian Student Planner</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Maintenance</td>
<td>$7,447</td>
<td>$7,819</td>
<td>$8,210</td>
<td>$8,621</td>
<td>$9,052</td>
</tr>
<tr>
<td>Licensing Fee</td>
<td>$41,373</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Implementation</td>
<td>$20,250</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel &amp; Misc Costs</td>
<td>$10,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$212,010</td>
<td>$105,759</td>
<td>$106,150</td>
<td>$106,561</td>
<td>$106,992</td>
</tr>
</tbody>
</table>

- Annual costs drop dramatically after implementation
- Current software costs about $95,000/year
Return on Investment

- TargetX and Ellucian Student Planner
  - Critical components of our student success plans
  - Enhanced student engagement
  - Proactive student support
  - Improved student planning

- We will be monitoring a number of benchmarks for the next 5 years
  - Increased admissions applications
  - Increased application to enrollment
  - Increased persistence, retention, and completion
  - Increased student engagement
  - Optimized course scheduling
Questions?